

CONTRACT

WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

And:

GMMB
3050 K STREET NW
WASHINGTON, DC 20007

| | | |
|---|--|--|
| <u>Contract / Revision</u> 344795 / | | <u>Alt Order #</u> |
| <u>Product</u> Political | | |
| <u>Contract Dates</u> 10/31/12 - 11/05/12 | <u>Estimate #</u> 2298 | |
| <u>Advertiser</u> OBAMA FOR AMERICA | | <u>Original Date / Revision</u> 10/30/12 / 10/30/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WCAU | <u>Account Executive</u> Aaron Zeligson | <u>Sales Office</u> Philadelphia NS |
| <u>Special Handling</u> | | |
| <u>Demographic</u> RA35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> 25779 | | <u>Advertiser Ref</u> 19078 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|------|------------|----------|--------------------------------|----------------|---------|--------|----------------|------------|------|-------|------------|
| N 1 | WCAU | 10/31/12 | 11/02/12 | 5A-6A M-F NBC10 NEWS 5A-6A M-F | 5A-6A M-F | --WTF-- | 1:00 | 3 | \$350.00 | NM | 3 | \$1,050.00 |
| | LUR | | | | | | | | | | | |
| N 2 | WCAU | 10/31/12 | 11/02/12 | 6A-7A M-F | 6A-7A M-F | --WTF-- | 1:00 | 4 | \$1,200.00 | NM | 4 | \$4,800.00 |
| | LUR | | | | | | | | | | | |
| N 3 | WCAU | 10/31/12 | 11/02/12 | 7A-9A TODAY SHOW | 7A-9A M-F | --WTF-- | 1:00 | 2 | \$3,000.00 | NM | 2 | \$6,000.00 |
| | CDR | | | | | | | | | | | |
| N 4 | WCAU | 10/31/12 | 11/02/12 | 4P-5P NBC10 NEWS | 4-5P M-F | --WTF-- | 1:00 | 4 | \$800.00 | NM | 4 | \$3,200.00 |
| | LUR | | | | | | | | | | | |
| N 5 | WCAU | 10/31/12 | 11/02/12 | 5-6P NBC10 NEWS @ 5 | M-F 5-6P M-F | --WTF-- | 1:00 | 4 | \$1,900.00 | NM | 4 | \$7,600.00 |
| | CDR | | | | | | | | | | | |
| N 6 | WCAU | 10/31/12 | 11/02/12 | 6P-630P NBC10 NEWS | 6P-630P M-F | --WTF-- | 1:00 | 4 | \$2,300.00 | NM | 4 | \$9,200.00 |
| | LUR | | | | | | | | | | | |
| N 7 | WCAU | 10/31/12 | 11/02/12 | 7P-730P M-F | 7P-730P M-F | --WTF-- | 1:00 | 1 | \$2,300.00 | NM | 1 | \$2,300.00 |
| | CDR | | | | | | | | | | | |
| N 8 | WCAU | 10/31/12 | 11/02/12 | 730P-8P M-F | 730P-8P M-F | --WTF-- | 1:00 | 1 | \$2,600.00 | NM | 1 | \$2,600.00 |
| | CDR | | | | | | | | | | | |
| N 9 | WCAU | 10/31/12 | 11/02/12 | 8-9P 30 ROCK/UP ALL NIGH | 8P-9P | ---T--- | 1:00 | 1 | \$6,000.00 | NM | 1 | \$6,000.00 |
| | LUR | | | | | | | | | | | |
| N 10 | WCAU | 10/31/12 | 11/02/12 | 10-11P THU ROCK CENTER | 10P-11P | ---T--- | 1:00 | 1 | \$6,000.00 | NM | 1 | \$6,000.00 |
| | LUR | | | | | | | | | | | |
| N 11 | WCAU | 10/31/12 | 11/02/12 | 11-1135P M-F LATE NEWS | 11P-1135P | --WTF-- | 1:00 | 2 | \$4,800.00 | NM | 2 | \$9,600.00 |
| | CDR | | | | | | | | | | | |
| N 12 | WCAU | 10/31/12 | 11/02/12 | TONIGHT SHOW W/JAY LE | 1135P-107A | --WTF-- | 1:00 | 4 | \$1,500.00 | NM | 4 | \$6,000.00 |
| | CDR | | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 344795 / | |

| Contract Dates | Product | Estimate # |
|---------------------|-----------|------------|
| 10/31/12 - 11/05/12 | Political | 2298 |

| Advertiser | Original Date / Revision |
|-------------------|--------------------------|
| OBAMA FOR AMERICA | 10/30/12 / 10/30/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|------|------------|----------|-------------------------|------------------|---------|--------|------------|-------------|------|-----------|---------------------|
| N 13 | WCAU | 10/31/12 | 11/02/12 | JIMMY FALLON SHOW | 1237A-206A | --WTF-- | 1:00 | 2 | \$750.00 | NM | 2 | \$1,500.00 |
| | | | | CDR | | | | | | | | |
| N 14 | WCAU | 11/05/12 | 11/05/12 | 6P-630P NBC10 NEWS | 6P-630P M-F | M----- | 1:00 | 1 | \$2,300.00 | NM | 1 | \$2,300.00 |
| | | | | CDR | | | | | | | | |
| N 15 | WCAU | 11/05/12 | 11/05/12 | 8-10P MO THE VOICE | 8P-10P | M----- | 1:00 | 1 | \$16,000.00 | NM | 1 | \$16,000.00 |
| | | | | LUR | | | | | | | | |
| N 16 | WCAU | 11/05/12 | 11/05/12 | 11-1135P M-F LATE NEWS | 11P-1135P | M----- | 1:00 | 1 | \$4,800.00 | NM | 1 | \$4,800.00 |
| | | | | CDR | | | | | | | | |
| N 17 | WCAU | 11/03/12 | 11/03/12 | 6A-7A SATURDAY | 6A-7A SA | -----S- | 1:00 | 1 | \$450.00 | NM | 1 | \$450.00 |
| | | | | LUR | | | | | | | | |
| N 18 | WCAU | 11/03/12 | 11/03/12 | 7A-9A SATURDAY | 7A-9A SA | -----S- | 1:00 | 1 | \$1,300.00 | NM | 1 | \$1,300.00 |
| | | | | CDR | | | | | | | | |
| N 19 | WCAU | 11/03/12 | 11/03/12 | 9A-10A SATURDAY | 9A-10A SA | -----S- | 1:00 | 1 | \$900.00 | NM | 1 | \$900.00 |
| | | | | LUR | | | | | | | | |
| N 20 | WCAU | 11/04/12 | 11/04/12 | 6A-8A SUNDAY | 6A-8A SU | -----S | 1:00 | 1 | \$350.00 | NM | 1 | \$350.00 |
| | | | | LUR | | | | | | | | |
| N 21 | WCAU | 11/04/12 | 11/04/12 | 8-10A SUNDAY | 758A-956A SUNDAY | -----S | 1:00 | 1 | \$750.00 | NM | 1 | \$750.00 |
| | | | | LUR | | | | | | | | |
| N 22 | WCAU | 11/04/12 | 11/04/12 | 10A-1030A SUN CHRIS MTT | 10A-1030A SU | -----S | 1:00 | 1 | \$2,000.00 | NM | 1 | \$2,000.00 |
| | | | | LUR | | | | | | | | |
| N 23 | WCAU | 11/04/12 | 11/04/12 | 1130A-12P SUN @ ISSUE | 1130A-12P | -----S | 1:00 | 1 | \$200.00 | NM | 1 | \$200.00 |
| | | | | LUR | | | | | | | | |
| N 24 | WCAU | 11/03/12 | 11/03/12 | 530-6A WALL STREET | 530-6am | -----S- | 1:00 | 1 | \$100.00 | NM | 1 | \$100.00 |
| | | | | LUR | | | | | | | | |
| N 25 | WCAU | 11/03/12 | 11/04/12 | 6P-630P SA/SU | 6P-630P SA/SU | -----SS | 1:00 | 2 | \$1,900.00 | NM | 2 | \$3,800.00 |
| | | | | CDR | | | | | | | | |
| N 26 | WCAU | 11/03/12 | 11/03/12 | 7-8P SAT ACCES/FOODIES | 7-8P | -----S- | 1:00 | 1 | \$950.00 | NM | 1 | \$950.00 |
| | | | | CDR | | | | | | | | |
| N 27 | WCAU | 11/04/12 | 11/04/12 | FOOTBALL NIGHT AMERIC | 7P-815P | -----S | 1:00 | 1 | \$4,000.00 | NM | 1 | \$4,000.00 |
| | | | | LUR | | | | | | | | |
| N 28 | WCAU | 11/04/12 | 11/04/12 | NFL LATE NEWS | 11P-1205A | -----S | 1:00 | 2 | \$4,000.00 | NM | 2 | \$8,000.00 |
| | | | | LUR | | | | | | | | |
| N 29 | WCAU | 11/03/12 | 11/03/12 | 1130P-1A SNL | 1130P-1A SAT | -----S- | 1:00 | 1 | \$2,400.00 | NM | 1 | \$2,400.00 |
| | | | | LUR | | | | | | | | |
| N 30 | WCAU | 11/04/12 | 11/04/12 | NFL REGULAR SEASON NC | 815P-1130P | -----S | 1:00 | 1 | \$18,000.00 | NM | 1 | \$18,000.00 |
| | | | | LUR | | | | | | | | |
| Totals | | | | | | | | | | | 52 | \$132,150.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

| | | |
|---|-----------------------------|--|
| <u>Contract / Revision</u> 344795 / | | <u>Alt Order #</u> |
| <u>Contract Dates</u> 10/31/12 - 11/05/12 | <u>Product</u> Political | <u>Estimate #</u> 2298 |
| <u>Advertiser</u> OBAMA FOR AMERICA | | <u>Original Date / Revision</u> 10/30/12 / 10/30/12 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|---------------------|---------------------|
| 10/29/12 - 11/05/12 | 52 | \$132,150.00 | \$112,327.50 |
| Totals | 52 | \$132,150.00 | \$112,327.50 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.